



REYES BEVERAGE GROUP BEGINS FLORIDA OPERATIONS ACQUIRING SCHENCK COMPANY IN ORLANDO

ROSEMONT, IL – April 15 2011, Today, Florida Distributing Company, L.L.C., a wholly owned subsidiary of Reyes Holdings, L.L.C., acquired substantially all of the assets of Schenck Company in Orlando, Florida. Schenck Company is the largest beer distributor in Central Florida.

James V. Reyes, Director Reyes Beverage Group, said, "This is a great day for us; Florida is a state Reyes Holdings has enjoyed doing business in with our food operations for many years. The Schenck team is strong, their beer portfolio is world-class and central Florida is an excellent beer market."

Schenck Company is nearly a 14 million case beer distributor serving 6,000 bars, restaurants and supermarkets across Orange, Lake, Polk, Osceola, Seminole and Brevard counties. Under Reyes Beverage Group, Florida Distributing Company will continue to serve these retailers with a broad portfolio of beer from some of the world's best brewers including MillerCoors, Yuengling, Crown Imports, Heineken USA, Diageo-Guinness, Boston Beer Company, Mike's Hard Lemonade Co., Sierra Nevada, Dogfish Head Craft Brewery, Harpoon Brewery, Brooklyn Brewery, Rogue Ales, Flying Dog Brewery, Abita Brewing Company, Anchor Brewing Company, Stone Brewing Company, Pabst Brewing Co., NAB, Chimay Brewery and many more.

"I am proud of Schenck Company's history, and feel privileged to have worked with so many great people. Joining Reyes Holdings is an outstanding opportunity to continue the superb service and traditions Schenck is known for," said, Jay G. M. Schenck, Chief Executive Officer, Schenck Company.

"Orlando is a big beer market with 115,000 hotel rooms (more rooms than New York City and second only to Las Vegas) and 50 million visitors every year. It's a great market for our suppliers and we are committed to combining our abilities with the Schenck team to grow our brewing suppliers' and our retailers' businesses in the marketplace," said James V. Reyes.

The acquisition includes a state-of-the-art 360,000 sq. foot warehouse and headquarters in Orlando, and branch locations in Brevard and Polk counties and is effective immediately.

###